

Your commercial is a brief monologue describing the benefits of buying your product—YOU

- You come across more poised and confident simply by opening with your commercial.
- Your commercial makes the listener aware (in a brief amount of time) of your specific, unique, and impressive attributes that you can bring to the position.

- During your **INTERVIEW**. Your commercial can help you answer questions such as: *“Tell me about yourself”* *“What are your greatest strengths?”* and *“What can you bring to this position?”*
- In a **COVER LETTER**. Your commercial can highlight your background and key abilities.
- At **PROFESSIONAL, SOCIAL, or ORGANIZATIONAL** meetings. Use your commercial to introduce yourself and network with others.

- Use concise and clear language that is not overly detailed.
- Sell your professional abilities and experience.
- Emphasize your strengths and link them to the needs of the employer.
- Use descriptive statements or specific examples of your acquired skills and abilities.
- State the kind of position you are seeking.

GREETING: Hello, my name is _____.
 EXPERIENCE: I am a/an _____ currently between positions.
 INTEREST/PASSION: I am mainly interested in _____.
 STRENGTHS: My strengths include _____ and _____.
 BRIEF EXAMPLE: At my last position with _____, I was able to _____.
 GOAL: I am looking for a position in _____.

I have a solid background in...
I am particularly good at...
My strongest skills are...
I have _____ years of experience...
I have a good working knowledge of...
I am proficient in...
I am skilled in...
I have been trained in...
My experience includes...
I have a talent for...
I have exposure to...
My abilities include...
My goals are...
I am passionate about...
I am interested in...
I enjoy...
I would like the opportunity to...
I am looking forward to...

Developing your 30-Second Commercial Worksheet

1. _____
2. _____
3. _____
4. _____
5. _____

[illegible]

ACCOMPLISHMENTS

Analyze	Budget	Assertive	Conscientious	Built	Coordinated
Communicate	Create	Decisive	Detail-oriented	Developed	Implemented
Facilitate	Lead	Enthusiastic	Honest	Improved	Managed
Manage	Motivate	Independent	Innovative	Marketed	Organized
Negotiate	Plan	Loyal	Perceptive	Promoted	Reduced
Supervise		Resourceful	Team player	Resolved	Trained